

## **Present situation and prospect of coordinated development of sports and tourism**

-- taking Hainan golf industry as an example

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<p>With the popularity of golf, golf has become one of the most popular international sports, and become the breakthrough point for the transformation and upgrading of Hainan's tourism industry. Hainan is an island city with tourism as its main development. There is a visa-free policy for 59 countries. The Comfortable climate and beautiful environment provide a high-quality communication platform for golf lovers from all over the country. Thus, the development of sports tourism is promoted, and the construction of Hainan Free Trade Port is also helped.</p> <p>Several courses in Hainan Golf have repeatedly been ranked among the top 20 in Asia's 100 best courses. This paper selects Mission Hills Golf Course in Hainan and analyzes it from the aspects of competition, participants and course environment, information research method, survey method, mathematical statistics, comparison and other research methods, through the research on the development of Hainan golf industry, improve people's quality of life in the world, for the coordinated development of Hainan golf sports tourism strategy provides a new thinking for the future, to build international Hainan area of high quality sports life circle.</p> <p>Through the research, the global sports tourism market scale is growing, the sports tourism income in developed countries accounts for about 25% of the total tourism revenue, the total number of sports tourism in China accounts for about 5% of the tourism. On the whole, China's sports tourism market has a huge development potential. However, sports tourism has been impacted by the global and national serious public health events of COVID-19, and the operation mode of "sports + tourism" combined with the COVID-19 isolation has brought serious obstacles. In order to coordinate the development of Hainan golf, we should optimize the combination of sports tourism products, improve the ecological civilization system, build a green sports industry system, comprehensively promote the construction of national sports tourism demonstration area and put forward new ideas and plans to promote the sustainable development of sports tourism.</p>	
<b>Keywords</b> Sports tourism Golf The status quo Prospects	

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# **1 Introduction**

Sports tourism is the combination of sports industry and tourism industry. Sports tourism shows the trend of rapid growth of benefits, diversification of tourism types, and popularization of price and itinerary. Sports tourism falls into several categories, it includes vacationing tourism, sightseeing sports tourism, competition sports tourism, fitness tourism and expansion tourism. In the transformation and upgrading of tourism industry in Hainan province, vacation tourism replaces sightseeing tourism as the main goal. The rise of Hainan golf sports market is the best embodiment of tourism transformation. Therefore, Hainan sports tourism in the domestic trend of this tourism era, walking in the front of sports tourism. However, in view of the current situation of sports tourism development, Hainan sports tourism is just in its infancy, compared with developed European and American countries, there are still many problems to be improved. Therefore, Hainan sports tourism needs to learn from the business case of developed countries.

## **1.1 The research background**

In recent years, China plans to develop Hainan Island, a maritime island with the province as the main body, into a world-famous "international tourism resort island". The state has formulated corresponding and reasonable policies to support the tourism development of Hainan Island and drive the economy of the island, including in the financial input, technology transfer, industrial adjustment and other ways. Spare no effort to build Hainan into a large platform for physical entertainment, sports events, cultural exchanges and holiday tourism, for the rapid development of this platform, the country has also introduced a visa-free policy for 59 countries in Hainan Province, visa-free travel provides convenient international travel experience for tourists from all over the world.

### **1.1.1 National and local policies**

Indicated in the abstract In recent years, in order to vigorously develop the national fitness program of sports, China continues to launch Opinions of the Public Office of The State Council on Promoting National Fitness and Sports Consumption to Promote High-quality Development of Sports Industry (State Council Office Of The People's Republic of China [2019] No. 43), Guiding Opinions of The General Office of the State Council on Accelerating the Development of Fitness and Leisure Industry (Countries do hair [2016] No. 77), "13th Five-Year Plan for The Development of Sports Industry", "Several Opinions of The State Council on Accelerating the Development of Sports Industry and Promoting Sports Consumption" (State Affairs And Development [2014] No. 46) and other policies.

The state has explicitly proposed a four-pronged comprehensive strategy, to implement the vision of innovative, coordinated, green, open and shared development, Improve the quality and efficiency of the development of the fitness and leisure industry, expand the market of various sports industries, and promote the comprehensive, healthy and sustainable development of the fitness and leisure industry. Constantly meet the multi-level and diversified consumer needs of the public, so that more people can participate in the market of sports industry. (State Affairs And Development [2014] No. 46)

The State Council puts forward the following comments: Deepen the reform of individual sports associations and venue operation and management, and improve the event management mechanism; Encourage banking financial institutions to carry out pledge loan innovation such as accounts receivable of sports enterprises and intellectual property rights; Encourage sports for the whole people, cultivate lifelong sports, introduce policies to encourage consumption, and promote sports consumption; Build sports venues according to local conditions and increase the support for new construction land for sports industry; To set up China sports industry investment fund funded and guided by the government with participation of social capital, focusing on supporting grassroots organizations with good operation and active performance; We will promote the application of emerging technologies such as intelligent manufacturing, big data and artificial intelligence in sports manufacturing, encourage qualified sports events to hold professional leagues with a hierarchical system, improve the structure of the sports industry and enrich the supply of products. (The general office of the state council is concerned with promoting the development of high quality of sports industry in the sport and fitness and sports consumption. The national office 2019-43)

Encourage the development of sports and tourism integration, to create a number of influential sports tourism boutique routes; Support the launch of comprehensive projects with distinctive sports, perfect service functions and good economic benefits, and build a sports comprehensive service town with characteristics; To cultivate high-level sports industry talents, improve the sports industry statistics system, and basically form a timely, comprehensive and accurate sports industry data mechanism by 2020. The purpose is to improve consumers' sense of happiness and gain, and provide strong support and sustained impetus for expanding consumer demand, driving economic growth and transforming development mode under the new normal of economic development.

The year 2021 marks the 100th anniversary of the founding of the Communist Party of China (CPC) and the realization of the goal of building a moderately prosperous society in

all respects. The all-round development of sports tourism will be an important way to reflect the achievements of reform and opening up and the construction of a well-off society. According to sports tourism industry data, the World Tourism Organization (UNWTO) reported in 2016 that sports tourism is worth more than 450 billion euros annually. At present, the average annual growth rate of the global sports tourism industry is about 15%, and sports tourism is the fastest growing segment of the tourism industry. (Baidu 2018 a)

China's sports tourism market is growing at a rapid rate of 30-40%, far exceeding the average growth rate of the global sports tourism market. China is in a critical period of transition from high-speed growth to high-quality development. The government work report has a clearer high-end design for the sports industry, and sports tourism will surely usher in greater development space. (The development trend of Sports tourism industry in China 2021)

Hainan National Sports Tourism Demonstration Zone Development Plan (2020-2025) Starting in August 2017 to draft the plan, After holding meetings to solicit opinions from more than 20 functional departments of Hainan Province, including relevant units, municipal and county governments and The General Administration of Sport of China, After repeated revisions and improvements, the Plan was finally adopted on March 30, 2020. The convening of so many meetings and the revision for such a long time are enough to witness the attention paid by Hainan Provincial Party Committee and provincial government to the "Plan" and the development of Hainan sports tourism. With the introduction and settlement of national and related regional policies, Golf, an international high-end sport, will attract more golf fans and their families from different countries to this island where golf courses gather, combine sports with tourism.

### **1.1.2 Social needs and economic benefits**

In recent years, China's sports industry is in a period of rapid development. As China's State Council issued the Opinions on Promoting National Fitness and Sports Consumption to Promote High-quality Development of Sports Industry (State Council Office of The People's Republic of China [2019] No. 43) and the introduction of other policies and the impact of various diseases, people's awareness of physical exercise is increasing.

According to the Outline of Building a Strong Country in Sports issued by The General Office of the State Council: By 2035, more than 45 percent of the population will regularly take part in physical exercise. The per capita sports area has reached 2.5 square meters, more than 92 percent of urban and rural residents passed the National Physical fitness standards. We will form a new pattern in which the government plays a leading role and the people take an active part, and make national fitness more accessible, convenient, and popular. (Outline of Building a Strong Country in Sports)

According to the number and Forecast of Regular Physical exercise in China 2015-2020, the number of people who regularly take part in physical exercise is steadily increasing at a rate of 100 million each year, it can be seen that the social demand for physical exercise is increasing, and the sports industry will rise accordingly. (Data from General Administration of Sport of China)

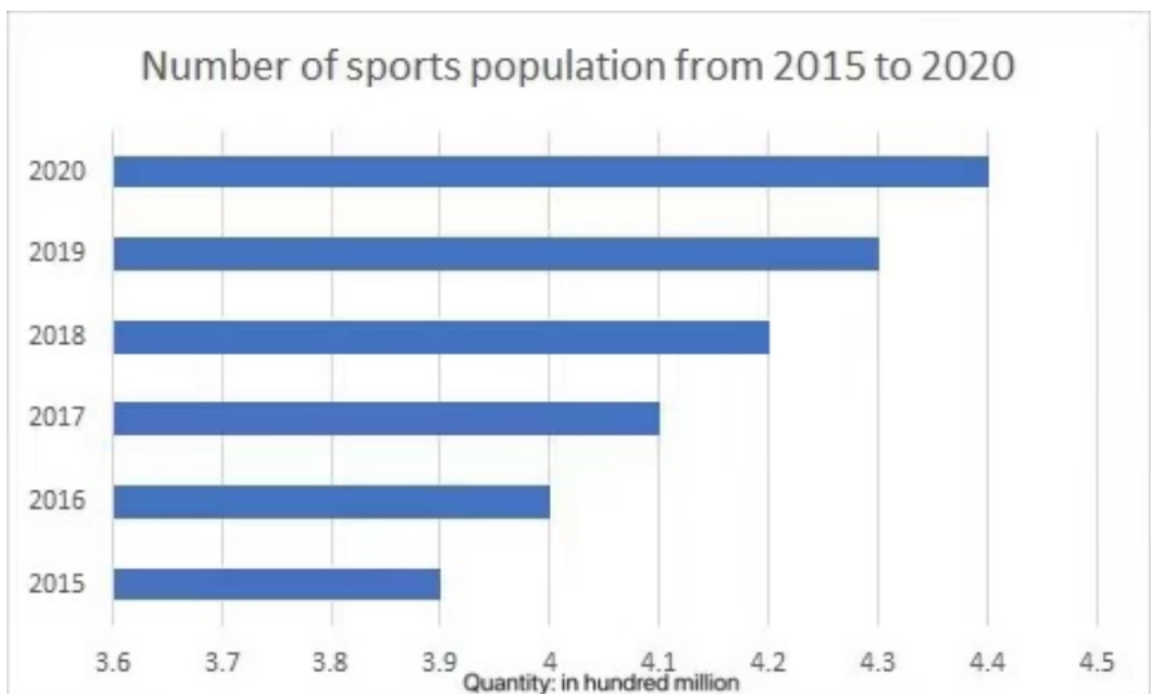


Figure 1. Number of sports population from 2015 to 2020 (Photos homemade)

In July 2019, The State Council issued opinions on the Implementation of the Healthy China Initiative, making "building a healthy China" a strategic task that has an overall bearing on China's modernization drive; "Adhere to the principle of prevention, in-depth implementation of healthy China action", "pay attention to mental health" and other requirements. Global Wellness tourism has grown 9.9 per cent over the past five years, according to the Global Wellness Institute.

The sports tourism market is expected to reach \$919 billion by 2022, with a compound annual growth rate of 7.5%, the potential market size is trillions. In 2015, the former National Tourism Administration and the State Administration of Traditional Chinese Medicine jointly issued the Guidance on Promoting the Development of Healthy Traditional Chinese Medicine Tourism, by 2025, TCM health tourism will account for 5 percent of the total number of tourists, and the revenue of TCM health tourism will reach 500 billion yuan.

With the spread of 5G networks, most things can be done on the Internet, sports tourism relying on the Internet and the Internet of things will have more new ways to play.

In September 2020, the General Office of the State Council promulgated and implemented the Opinions on Accelerating the Development of New Consumption through New Forms and Models of Business. We will encourage smart tourism and develop smart sports. Innovation of contactless sports consumption model, the development of the sports industry will not be suppressed because of the epidemic.

At present, China's sports industry has entered a stage of rapid development, and the proportion of added value of sports industry in GDP is increasing year by year. According to the GDP ratio and forecast of China's national sports industry, China's sports industry, the total output of China's sports industry, accounts for the annual growth of GDP. The figure rose from 0.5% in 2012 to 0.64% in 2014. From 2015 to 2019, it rose slowly from 0.8 percent to 1 percent in four years, showing an obvious upward trend. It is estimated that the total output value of sports industry will exceed 1.2% of GDP in 2020, and there is a huge space for the total output value of national sports industry to be improved. (China sports Industry prospect Analysis report -- Market status survey and development strategy Planning 2020)



## The proportion and forecast of China's sports industry gross output value in GDP from 2012 to 2020

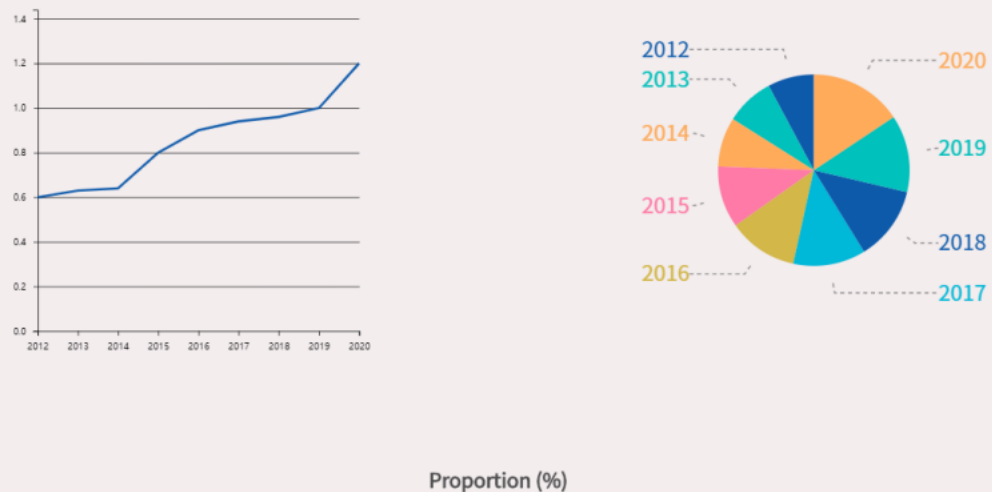


Figure 2. The proportion and forecast of China's sports industry gross output value in GDP from 2012 to 2020 (Photos homemade)

It is planned that China will become a great modern socialist country by 2050. The policy also mentions the need to accelerate the development of the sports industry, improve the whole sports industry chain, to promote the integrated development of sports-related industries, we will promote coordinated development of regional sports industries.

Although Hainan's sports tourism has been affected by the epidemic and many foreign tourists have been reduced, but as the nation's love of sports and the economy improved, sports tourism is still in great demand in society. Therefore, sports tourism sports industry will still have a good prospect and space for development.

Nowadays, China's sports industry consumption is in a rising stage, the national sports consumption at the same time driving the whole sports market. Free Trade Hainan (2020-2021) Sports Tourism Feast Press Conference be hold on December 8, 2020. Pang Zheng, secretary general of the China Golf Association, said that the association hold its first annual Golf event in China in Hainan Island, which has unique golf resources.

It also includes the 2020 Hainan Open Amateur Championship, which is a positive response to and promotion of the national strategy of building Hainan free trade port and

improving the flow of people to Hainan. The event takes "two events" -- China Volkswagen Annual Golf Final and Hainan Open Amateur Championship as the leading role, to China golf tourism forum and "golf + tourism" as the main goal, to form the characteristics of Hainan golf.

Later, Zhang Hua, director of Hainan Sports Event Center, also released the preparations for the event. The 2020 Hainan Open golf Tournament and the 2020 China (Hainan) Golf Annual Grand Ceremony integrate sports, culture, tourism, Internet and other elements.

There are four bright spots: First, the Annual China (Hainan) Golf Grand Ceremony will invite famous domestic golf players, representatives of the National Golf Club, representatives of well-known Golf events in China, representatives of well-known international golf event organizations and other representatives to gather at Boao Forum for Asia. The Annual China Golf Awards will be awarded on the site of the conference. Second, China Hainan Golf Tourism Forum invited experts in the golf industry to make suggestions for the development of Hainan golf industry under the background of free trade port. Third, the perfect combination of the event and the China Golf Association Volkswagen Golf year-end Final. Invite the China Golf Association Qimeng Team and other representative teams to compete together on the Boao Forum for Asia Golf Course. It was also held at the same venue as the amateur championship, in order to attract the top teams in the country for the amateur championship, ensuring a high level of competition in the amateur championship, this combination is conducive to improving the world amateur points in this year's amateur championship. Fourthly, this year's promotion tour has been changed to the round island Tour. The round Island tournament will be held at six golf courses of different styles in the province to attract golf consumers from outside the island to return to Hainan Island to participate in the tournament. At the same time, we can also experience the tourism resources and local customs of Hainan's cities and counties, and create more income for the island's golf tourism industry, which can not only meet social needs, but also drive the industrial economy.

Free Trade Hainan (2020-2021) Sports tourism feast under the background of normal epidemic prevention and control, series of well-organized sports tourism activities, it not only covers the 2020 Hainan Golf Open and 2021 Hainan Sanya Marathon and other well-known events, it also includes the 2020 China (Hainan) Annual Golf Ceremony, Hainan Hi Run Festival and other linkage activities, by diversifying sports into various forms (for example digital, variety, entertainment, etc.), realize online and offline interaction, let sports not only "move", but also "watch", "participate", "play", "shop" and other diversity, open a sports tourism model integrating national sports tourism with a new atmosphere.

Golf is a relatively high-end sport in China. It is relatively suitable for developing in the first and second tier cities with developed economy in China. The return on investment will be relatively high and stable. Because most of the participants come from well-off families with strong sustainable spending power, it has the natural properties of high flat efficiency, high barrier, high viscosity and high customer unit price, and has strong commercial operation potential. (Baidu 2020 a)

However, according to the market size in previous years, China's golf market began to be sluggish after 2015. As a result, the size of China's golf market has declined to a certain extent, and some golf courses have been closed. However, with the expansion of golf from high-priced consumption to mass consumption, and the continuous innovation of golf tourism and other comprehensive businesses, China's golf industry market scale began to recover slowly and steadily.

In 2018, the market size of China's golf industry was 9.24 billion yuan; Up 2.8% from a year earlier; In 2019, the market size of China's golf industry was 9.52 billion yuan; Big data shows that the economic benefits of golf in China are still improve.

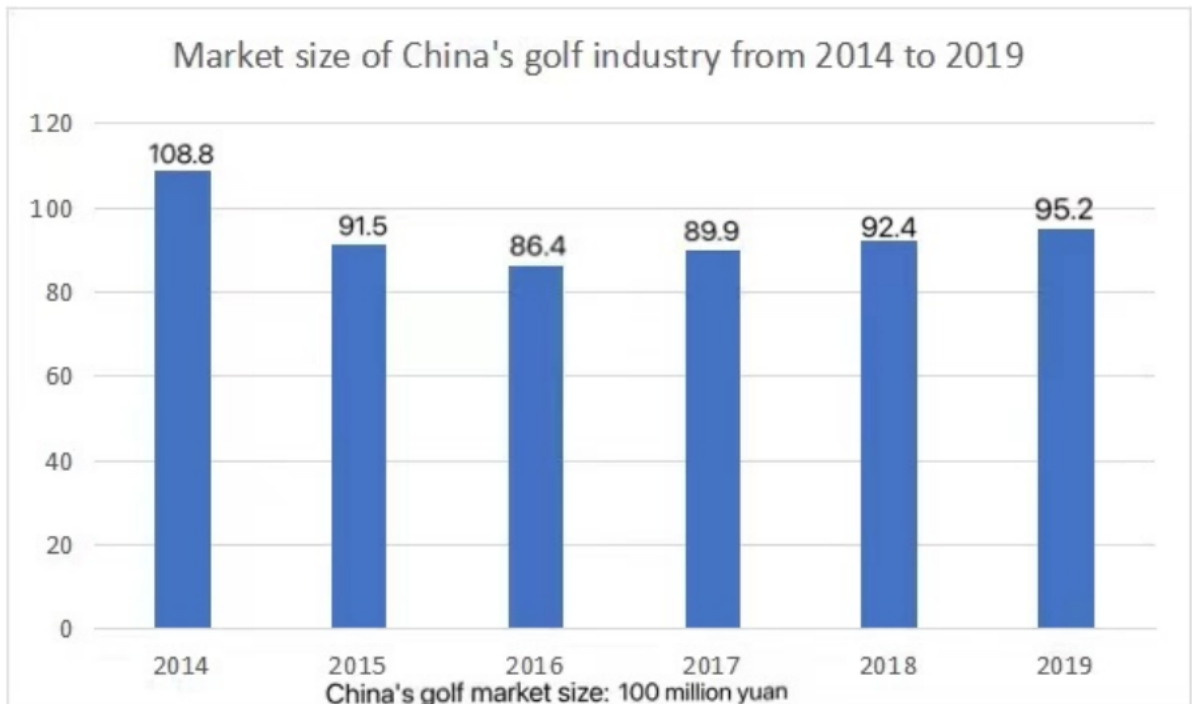


Figure 3. Market size of China's golf industry from 2014 to 2019 (Photos homemade)

Although the golf industry develops rapidly, there is still a certain gap between China's golf and developed countries. In terms of the number and density of golf courses, the current

number of golf courses in the United States is 23,000, and the density of golf courses is 470 square kilometers per seat. There are only 330 golf courses in China, and the density of golf courses is 70,000 square kilometers per seat. There are few golf courses in China, the density of golf courses is not high, the demand for golf courses is great demand, the distance of golf courses leads to inconvenient travel, if you spend a long time training on a fixed pitch for a long time, it will inevitably feel boring and not challenging.

Hainan, the smallest province in China, has more than 40 courses, which shows that Hainan is a tourist destination for golf lovers. You can experience the variety of courses during the tour, creating new challenges. With the initial formation of China's "sports + tourism" consumption model, the total economic consumption directly driven by consumers through transportation, accommodation, tourism, catering and shopping reached about 24.2 million yuan.

According to information released by the World Tourism Organization, The consumption multiplier effect of sports tourism will not be less than 5, for example, every 1 yuan of consumption will drive 5 yuan of social consumption. It can be seen from the data analysis that the combination of sports and tourism can bring good economic benefits to the sports industry.

According to the data of consumption Market Size and Forecast of Sports Industry from 2015 to 2020. In 2017, China's sports consumption market reached 711.36 billion yuan. In 2019, the size of the consumer market rose to 1228.21 billion yuan. It is estimated that the market size of sports industry will increase to 1.5 trillion yuan in 2020. (Sports industry data analysis 2020)

## Consumption market scale and forecast of sports industry from 2015 to 2020

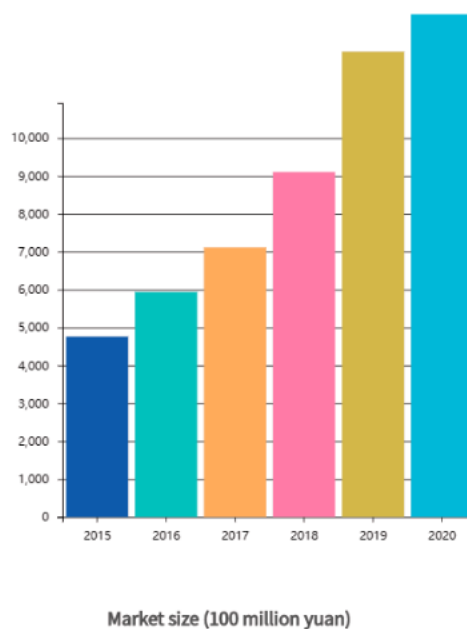


Figure 3. Consumption market scale and forecast of sports industry from 2015 to 2020  
(Photos homemade)

At present, the proportion of Sports population in China is still far behind that of developed countries, which also shows that the development of sports market has infinite potential. According to data from the General Administration of Sport of China, the total size of China's sports industry has been growing in recent years.

The total size of the sports industry was 1.35 trillion yuan in 2014 and increased to 1.9 trillion yuan in 2016. In 2018, the figure exceeded 2 trillion yuan and increased to 2.66 trillion yuan. The added value of the sports industry accounted for 1.1% of GDP. According to the 13th Five-Year Plan of the sports industry, the total size of the sports industry exceeded 3 trillion yuan in 2020 and is expected to reach 5.3 trillion yuan by 2030.

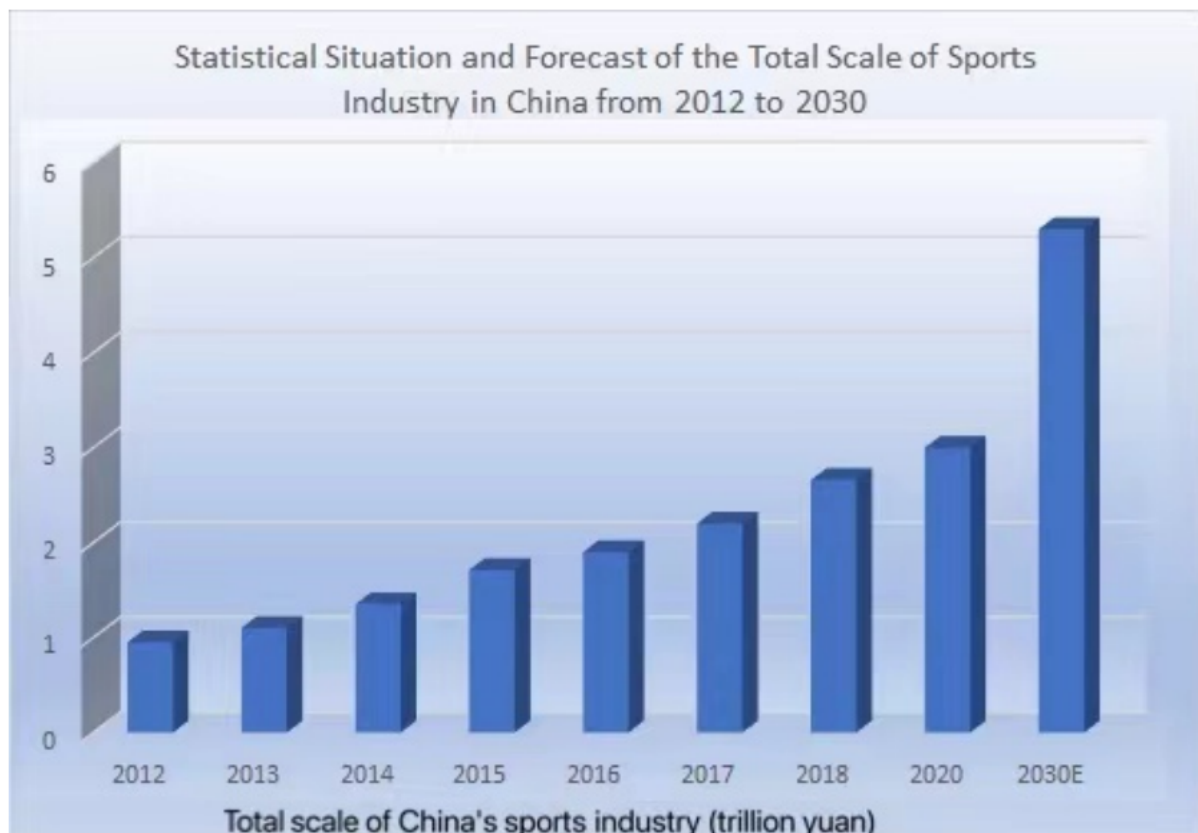


Figure 4. Statistical situation and forecast of the total scale of sports industry in China from 2012 to 2030 (Photos homemade)

However, compared with other countries, Golf started relatively late in China. In 1894, golf was established in the United States, while in China, the first golf club was established in Guangzhou in 1984, a gap of 90 years. It was not until 2006, when golf returned to the Olympic Games, that China promoted the popularization of golf and golf really developed rapidly. It can be seen that the demand for golf in today's society is constantly increasing.

In 2017, the Golf Association also issued the draft of the 13th Five-Year Plan for the development of Golf, hoping that golf could develop rapidly in China and cultivate excellent golf talents to develop golf. It can be seen that golf has ushered in an important period of strategic opportunities in sports tourism in China and Hainan, no matter in terms of social demand or economic benefits.

### 1.1.3 The history of the collaborative development of sports and tourism

Sports tourism has become a global cultural phenomenon, which is an important project for the development of tourism. Sports travel originated in the 1857 mountain climbing

club, which was founded in 1857, followed by many related clubs. Until the early 20th century, foreign sports travel began to be established and scaled.

China's sports tourism industry has started late, which is related to the country's economic and consumer levels, and the economy is the main driver of the industry's development. China's sports travel began in March 2007. At the time, the state council issued a number of opinions on accelerating the development of the service industry, and made it clear that we should make and revise the standards of industry services such as tourism and sport, to develop service standards for emerging service industry.

Two years later, the state council also issued the state council's opinion on accelerating the development of tourism in December 2009. The policy proposes to promote the coordinated development of relevant industries and industries such as tourism and sports, support for conditional areas of development of physical tourism, this decision really opens the door to sports travel. (Opinion on accelerating the development of tourism December 2009)

At the same time, the state sports administration and the national tourism administration jointly issued the promotion of the Chinese sports tourism development initiative: "The tourism department and the sports department are planning, trying to practice and innovating the mechanism of the integration of the development system of the tourism industry." . (Promotion of the Chinese sports tourism development initiative)

In March 2010, the general office of the state council for the guidance of the development of sports industry will coordinate the interaction development of relevant industries such as sports industry and tourism to accelerate the development of the sports industry. In July 2010, the general office of the state council issued "the implementation of the state council's emphasis on accelerating the development of tourism advice (national office of the state office, 2010-121). In this scheme, the relevant work of sports tourism is arranged in a reasonable way. In October 2014, the state council has issued a number of views on accelerating the development of sports industry to promote physical consumption (national office of the state office, 2014-46), it is clear that we will promote the development of relevant business states such as sports tourism as the main task. In October 2016, the general office of the state council issued the guidelines on accelerating the development of the fitness and leisure industry.

By 2025, the total scale of fitness and leisure industry will reach 3 trillion yuan. (Guidance on accelerating the development of fitness and leisure industry). For more than a decade,

the state has attached great importance to the policy of the development of sports tourism industry, Because sports travel is the product of supply and demand, it is the demand of today's society, which can promote the development of the sports industry and meet the needs of the people. Because sports travel is the product of supply and demand, it is the demand of today's society, which can promote the development of the sports industry and meet the needs of the people.

The development of sports tourism makes urban land reasonable development and utilization, In order to promote the development of sports tourism, improve the urban infrastructure, improve the urban environment, improve the image of the city, and promote the update of the city's appearance. The event of sports events can also attract a lot of people, drive local economic and cultural development, and improve the city's popularity.

## **1.2 Research purpose**

The aim of this study is to predict what economic benefits the combination of sports and tourism will bring to China's sports industry and economic development in the future.

Research questions are as follows what is the future trend of sports tourism? Can we increase the number of people participating in sports in our country? Can it promote the development of sports industry in China? What problems will Hainan's golf sports tourism face?

As a common language, golf has played a leading role in the development of sports tourism. It plays a very good role as a bridge for sports tourism lovers to provide a platform for communication, learn from each other, share technology and improve the quality of sports tourism life. The paper adopts literature research method, information research method, investigation method and other means, by studying the synergistic development of golf sports tourism and sports industry in Hainan, to show what impact sports tourism can bring to the economy, social culture and environment.

According to the data, the overall development trend of sports tourism is good. China's sports tourism started late, many policies and division are not perfect, local sports tourism is still inadequate. This paper discusses that sports tourism will use feasible countermeasures to improve the status quo, to create international high-quality Hainan golf sports tourism, sports tourism to drive the sports industry.



## **2 Theoretical framework**

### **2.1 Definition of Sports Tourism**

Sports tourism is an innovative tourism product combined with "sports + tourism", which is part of the intersection of sports and tourism, and is a new way of fitness. Sports tourism is an industrial branch of social sports and is an indispensable part of tourism, which is a special way of traveling. Sports travel is the form of sports as the center of sport, which is the purpose of sports or watching sports. (Baidu.com 2021 a)

In a broad sense, Sports tourism refers to various physical exercise, entertainment interaction, sports competition and sports cultural exchange activities that tourists participate in during tourism, the sum of the relations between sports tourism enterprises and society.

In a narrow sense, sports tourism is to meet and adapt to the various sports needs of tourists, with the help of different sports activities or sports events, the tourists can get the harmonious development of body and mind, thus to achieve the promotion of social material civilization and spiritual civilization, enrich social cultural activities of an activity. But either in a broad sense or a narrow sense, In essence, it is the cultural activities of society and the economic activities of society.

It is also an important part of the industrialization and commercialization of sports. For tourists in the tour process to experience entertainment, fitness, leisure, communication, friends and other comprehensive services as one of the travel. To realize the harmonious and unified nature of sports tourism between man and nature and society.

First of all, sports tourism has the function of fitness. Compared with sightseeing tourism, it is a higher level of tourism, through personal participation in a certain fitness. Sports activities such as taking risks or watching wars can not only strengthen the body, but also cultivate the mind. Therefore, vigorously developing sports tourism can improve the quality of the whole people, inspiring the national spirit.

Secondly, sports tourism has the function of driving economy. Because sports tourism can improve environmental investment, provide employment opportunities, and promote economic cooperation and exchanges with foreign countries.

For example, in Italy, where "football industry" is the main body, at the end of the 1980s, the revenue of sports tourism had reached 18 billion DOLLARS, equivalent to the top 10 sectors of The Italian economy, It now stands at Fifty billion dollars. (Connotation and significance of sports Tourism-tourism management 2011)

Sports tourism is worth nearly 90 pounds a year in Britain, more than the car manufacturing and tobacco industries. The 23rd Olympic Games in Los Angeles attracted hundreds of thousands of tourists, directly driving revenue of about 3.2 billion dollars; In 1990, the Foreign exchange income of the Beijing Asian Games exceeded 1.3 billion US dollars in just half a year from April to October. According to Olympic Magazine, In the four years from 1997, Australia earned 42.7 billion dollars from hosting the Olympics alone. (Leisure Sports Development -- Baidu Library 2020)

Lausanne, Switzerland, surveyed several developed European countries, it is found that the economic benefits brought by sports tourism account for about 1%-2% of a country's GDP. A large sports event can bring a large number of sports tourists to the host city, the number of athletes, coaches, officials, journalists involved is close to ten thousand, as well as a large number of spectators. The successful holding of a large-scale sports event can drive a "tourism consumption chain" including transportation, accommodation, catering and shopping, bringing huge economic benefits to the host place. (Connotation and significance of sports Tourism -- Baidu)

Sports tourism can be subdivided into five categories: 1. Holiday-oriented sports tourism, such as golf, surfing, mountaineering, horseback riding and other sports. 2. Sightseeing sports tourism, such as watching the Olympic Games, NBA, World Cup, Masters and other big games. 3. Competitive sports tourism, such as archery, paragliding, sailing, skiing and other competitive sports. 4. Fitness sports tourism, such as tennis, bodybuilding, bowling, etc. 5. Extended sports tourism, rafting, river tracing, rock climbing, field orientation, etc. (including artificial and natural waters). (Baidu.com 2021 a)

Sports tourism is increasingly improved with the holding of various sports events at home and abroad, And its influence gradually increased, The development of sports tourism in China begins to trend towards branding and IP. Because of the COVID-19 pandemic, sports tourism is getting closer to the Internet, people can participate in sports tourism online, experience sports tourism by means of virtual sports tourism or online sports events.

After the epidemic in China became relatively stable, China paid more attention to sports, because exercise can improve the body's immunity, the country has launched relevant sports policies. With the rise of sports trend, more and more teenagers are keen to participate in sports summer camps, study Tours and other activities, these activities can boost the consumption of the whole family. Tourism market will also open more family outdoor sports, family leisure sports as the core of sports tourism routes. Winter vacation and summer vacation, vacation travel has become an indispensable part of families with high economic level. Sports became an important development direction.

A study by the World Tourism Organization showed that when a country's per capita Gross domestic product reaches 8,000 dollar, sports and fitness will become the pillar industry of the national economy, and the demand for sports vacation tourism will become more and more diversified. (Baidu.com 2020 b)

Because the domestic sports industry has developed rapidly in recent years, the state has launched policies to support the development of the sports industry, General Administration of Sports also issued the Notice on Promoting the Construction of Sports and Leisure Characteristic Towns, which promoted the construction of sports towns. With the growing number of Chinese residents, the demand for sports, tourism and the strong support of national policies, It will further stimulate the construction of sports towns.

The summary of sports tourism refers to that tourists in order to meet the needs of various sports types, with the help of sports organizations or other intermediary agencies to carry out sports tourism activities, let the passenger experience relaxed comfortable and diversified sports tourism service.

## **2.2 Collaborative development**

According to China's Baidu Encyclopedia website (Baidu.com 2021 b), collaborative development involves two or more different resources or individuals working together, achieve mutual assistance to promote development to achieve a certain goal, so as to achieve a win-win effect. Co-development it's thought of as the triumph of one species coevolving with another species, co-prosperity. "Synergy" is to work together, coordinate and cooperate with each other.

"Collaborative development" is the relationship between different development entities or regions, and between its subsystems, its elements, in the process of development, we should cooperate and help each other, draw on each other's advantages and make

concerted efforts to achieve mutual benefit, coordinated development and common development. Many countries and regions in the world are determined as the basis for achieving sustainable social development. Just like the survival of the fittest theory, it is the contribution of natural laws to human beings.

The competition mechanism under the premise of collaborative development reflects the following three principles: The first is the principle of diversity, through the common competition of system, education and moral standards and other contents, promote each other, so that the comprehensive coordinated development of social diversity. The second is fairness of competition, is a variety of components, a variety of forms in the same living conditions for fair competition. The third is synergy, competition is not about survival of the fittest to kill each other, but to encourage both sides to play their own strengths, or continue to play their advantages, or timely transformation of innovation, in order to seek common development and common prosperity of both sides. The theory of cooperative development has been established as the basis of social sustainable development in many countries and regions in the world.

### **2.3 Definition of Golf Sports**

According to China's Baidu Encyclopedia website (Baidu.com 2021 c), First of all, in terms of historical documents, the earliest record of golf appears in 1457. Scotland is the birthplace of golf. At that time, shepherds often hit stones with sheep clubs, and the game is far and accurate, which is the early game of golf. As soldiers became so obsessed with golf that it interfered with their daily training, King James II of Scotland had parliament ban golf by decree. Secondly, the name of the game of Golf also comes from the Scottish word "Golf", meaning "hit". Today's golf courses are often modeled after Scotland's unique seaside sand, requiring both well-drained, well-grown lawns and a certain undulating shape. After being played as a folk game for about 300 years, golf was finally established as a sports industry in 1744.

The hardware requirements for golf are as follows: 1. Golf course. The golf course is made up of grass, lakes, sand and trees. A standard golf course covers an area of 60~100 ha hm<sup>2</sup> (ha), and generally consists of 4 par 3 holes, 10 par 4 holes, and 4 par 5 holes, a total of 18 holes. According to the 18-hole ball, it is divided into 18 courses of different sizes, each course is composed of four parts: tee, fairway, green and hole. 2. Golf club. The golf club is composed of three parts: the head, the body and the grip, and its length is generally between 0.91 ~ 1.29m. Depending on how far you hit the ball, each player can bring a maximum of 14 clubs into the game. The configuration is as follows:

Four wood clubs, nine irons and one putter. Wooden pole is also alloy material, because the early use of persimmon wood and other high elasticity, high hardness wood production, so now also called it wooden pole, wooden pole is relatively long, the pole head is very large. The wood is good for hitting the ball long distance. Irons are relatively short and have a small head. The iron is not as far as the wood, but can control the ball to a more precise point of landing. Putter is a special club for putting the ball into the hole on the green. 3. Golf ball. Generally, it is a small solid white ball made of rubber, and the surface is evenly filled with micro-concave, which is conducive to stable flight and improved accuracy. The hardness of the golf ball is generally  $70^{\circ} \sim 105^{\circ}$ , the higher the degree, the harder the ball, the more difficult to grasp the direction, beginners are suitable for the lower hardness of the ball. 4. Golf shoes. The sole usually has about six or seven nails to prevent slippage and keep the player balanced while swinging. (Baidu.com 2021 c)

The competition, held on April 2, 1744, drew up a list of 13 rules to be followed by members of the competition. The rules became the earliest written rules in the history of golf and were referred to as the "Thirteen" by later generations. About 100 years later, in 1860, the world's first golf tournament, the British Open, was held, ushering in the modern game. ( Baidu 2021 c)

As The British colonial rule continued to expand outward, golf also spread from the British Isles to the European continent, the American continent, all the way to Africa, Oceania and Asia. By the early 20th century, golf had spread around the world. Golf is a sport in which different clubs are used to hit the golf ball into the hole. The lower the number of shots, the higher the ranking. The regular competition takes 18 holes as the standard.

Golf is a sport with special charm. It allows people to exercise their body, cultivate their sentiment, cultivate their morality and communicate skills in a beautiful natural environment. It is known as a "fashionable and elegant sport". "GOLF" is a transliteration of "GOLF", consisting of four acronyms of English words. They are Green, Oxygen, Light and Friendship. Golf is a sport that combines enjoyment of nature, physical exercise and games. (Baidu.com 2019 a)

Golf is called the green opium (Baidu.com 2021 d), because this sport has many special advantages. Golf is the least injurious physical activity. Golf is not like football, basketball, often in the game to intentionally pull people, trip people, hurt people and other rough actions, as long as follow the rules of golf can prevent injury, is a high safety factor of sports.

According to research, there are eight health benefits to playing golf over the long term (Baidu 2018 b). First of all, golf can help people build a strong heart, which is the most important part of the human body, while increasing maximum oxygen intake, it also increases the delivery of oxygen to the body's various organs, enhancing organ function and preventing heart disease. Second, playing golf often can speed up the blood circulation of the body, promote the metabolism of the body, so that the quality of blood is better than ordinary people, what's more, golf can lower blood fat and cholesterol levels, which can reduce the likelihood of developing artery disease. Third, playing golf for a long time can improve the neck and shoulder pain, both office workers and students need to sit in front of computers or desks for a long time, which can not avoid the situation of back pain, but playing golf requires people to back straight and relaxed, long-term persistence will improve shoulder and neck discomfort. Fourth, playing golf regularly for a long time will make the lung breathing muscles more developed, and the developed breathing muscles will increase the volume of air change, so that the lungs become stronger and stronger. Secondly, the court is more green, a lot of oxygen for the purification of the whole respiratory system has a great help. Fifth, often play golf will bring satisfaction and pleasure can enhance appetite, intestines and stomach so improve, let a person appetite. More important is, insist to play golf for a long time still can strengthen digestive function, stimulative nutrition is absorbed, make whole intestines and stomach is in healthy state. Sixth, long-term golf is like maintenance of the liver, long-term adherence to golf will make the liver surface vascular veins clear, but also effectively eliminate fatty liver, so as to have a healthy liver. Seventh, playing golf for a long time can strengthen muscles in many parts, such as neck muscles and waist muscles. Arm muscles, leg muscles, heart muscles, chest muscles and other muscles, in addition to making them firm and flexible, It also increases the number of capillaries in your muscles, allowing them to absorb nutrients more efficiently. Eighth, golf practice makes bones more solid, can improve the flexibility of ligaments and the strength of each joint; At the same time, it can strengthen the strength and density of bones and reduce the possibility of osteoporosis. From so many aspects can be reflected, golf is the most perfect combination of human and nature sports.

There are many sports that are played in the natural environment, and golf is even more so. Golf also develops environmental awareness, when you swing and damage everything on the course, the player tries to return the grass to where it was, giving back to nature. Golf emphasizes etiquette and self-discipline. Golfers show consideration for the players they play with and behave like gentlemen. Golf is a game without the supervision of referees. Under people's subjective consciousness, players' confirmation and evaluation of their own results reflect good self-discipline quality.

Golf is very participatory. Golf can be played from the age of three to the elderly, because it is not an intense sport, and you can adjust the pace and intensity of the game according to your physical strength. Golf is a game that fosters relationships.

Golf is an international sport, and there are often golfers from different countries on the course, so we can have the opportunity to make friends and strengthen international exchanges.

Cultivating golf at an early age can cultivate children's ability to deal with strain and independent self-consciousness that cannot be learned from the classroom, more importantly, golf etiquette, golfers abide by the start and tee time, late is the biggest taboo to participate in golf matches. When hitting a ball or taking a practice swing, players should ensure that no one is standing near or in the area where the club is likely to hit to avoid accidentally injuring others. Protect the course to avoid unnecessary damage, and try to put the damaged turf back into place after the swing so that the grass can re-establish itself in the course. Keep quiet when others are playing. Do not disturb other players by making noise. Further promote the perfection of personality, and make golf a lifelong sport for individuals.

### **3 Research objects and methods**

#### **3.1 The research object**

Based on the relevant sports tourism policy documents issued by the state and Hainan, Hainan Sports Bureau, Hainan golf Club, Hainan golf courses, golf schools, golf players and so on as the research object, to study golf sports tourism in Hainan.

#### **3.2 The research methods**

The paper adopts literature research method, information research method, investigation method, data statistics method, comparison method, observation method and other research methods, to study the coordinated development of golf sports tourism in Hainan, through the research to analyze the coordinated development of golf sports tourism in Hainan, improve the existing problems and provide new thinking for the future sports tourism strategy.

Literature research method. Information is obtained by researching the literature, collecting, identifying, organizing documents and information, and then adding them up. So as to comprehensively and correctly understand and master a method of the problem to be studied. Literature method is an old and vigorous scientific research method. Literature method transcends time and has no space limitation. It can study a wide range of social situations by investigating ancient and modern Chinese and foreign documents. This advantage is not possible with other survey methods.

Information research method. Any object is regarded as a system of information flow, through the analysis and processing of this system, to achieve the understanding of research events. American mathematician, communication engineer, physiologist Wiener believed that information is a universal connection of the objective world. Information method is an emerging scientific research method, which uses information to study system functions, reveal the deeper rules of things, and help people improve and master the ability to use the rules.

Survey method. Methods of collecting materials about the current or historical conditions of the research object in a purposeful and planned way in order to achieve the desired expectations. Develop a plan to gather more comprehensive information about a particular aspect of the subject, and make analysis, synthesis, get a conclusion of the research method. Scientific methods such as observation or questionnaire can be used to



systematically understand. The investigation method refers to the method of understanding the psychological activities of the subjects by answering questions in writing or orally. Its advantage is that it can survey many objects at the same time in a short time, obtain a large amount of data, and can carry on the quantitative processing of the data, save time. The main disadvantage is that the testee may give false or wrong answers to the questions for various reasons.

Statistical method. It refers to the method of collecting, collating, analyzing and interpreting statistical data and drawing certain conclusions about the problems it reflects. Use conventional mathematical statistics to classify the data collected from the questionnaire. General description and analysis of counting data by percentages, It gives readers a better understanding of the past and predictions for the future.

Contrast method, also known as comparison method. It is comparing two things or two people, by comparing the actual number with the cardinal number to indicate the difference between the actual number and the cardinal number, an analytical method using these data to understand the performance and problems of economic activities. Comparative analysis is often used in scientific inquiry activities, this analysis is similar to the equivalent substitution method, but better reflects the differences between the two things.

Observation method. Refers to the researcher according to a certain research purpose, research outline or observation list, a method of obtaining information by directly observing the subject using one's own senses and auxiliary tools. Scientific observation is purposeful, planned, systematic and repeatable. Common observation methods are: checklist method; rank scale method and narrative description. Observation generally uses sensory organs such as eyes and ears to perceive the object of observation. Because the human sense organs have certain limitations, observers often have to rely on a variety of modern instruments and means, such as cameras, tape recorders, microvideo recorders and so on to assist observation.

## **4 The results of the study**

### **4.1 The development of sports tourism and golf**

Since 2014, the General Administration of Sport of China has started to promote the construction of high-quality sports tourism to better meet the people's multi-level consumption demand for sports tourism. The government is the decision-maker and promoter, and its support has unique advantages to promote the development of sports tourism.

First of all, loose industrial policies should be formulated to attract more talents, capital, technology and other resources into sports tourism and promote the integrated development of sports tourism. Secondly, it is necessary to strengthen the construction of relevant laws and regulations on sports tourism industry, and provide behavior restraint and supervision system for the stakeholders related to sports tourism market. Thirdly, innovation mechanism should be guided to provide suitable development environment for sports tourism. Finally, sports tourism enterprises should be supported to make efforts to transform into diversified forms, three-dimensional models and complex and personalized products, Develop the comprehensive value chain of sports tourism industry and improve the comprehensive strength of cross-industry development of sports tourism enterprises. The government should provide relevant development platforms, strengthen special guidance of sports tourism industry policies and funds, Such as related supporting facilities, business environment and construction support, to promote the vigorous development of sports tourism.

Excellent sports tourism projects themselves have a demonstration and driving role, while expanding its influence, it can enhance the social recognition and satisfaction of sports tourism brands. All regions are intensifying efforts to create sports tourism quality projects, sports tourism will develop rapidly under the background of great health.

Golf has always been the most influential sport in global sports tourism, especially in Hainan Province of China. In Hainan province, with the increasing popularity of golf, a "green sport", it is gradually becoming a new hot spot of tourism and leisure in Hainan. According to the support of relevant national policies and Hainan province's development strategy of "one province and two places", sports tourism has become the leading industry in Hainan.

While golf is attracting high-end tourists from home and abroad, increasing the length of tourists' stay in Hainan, let Hainan gradually shift from sightseeing tourism to leisure sports tourism, from quantity growth to economic growth. With the continuous improvement of social economy, the tourism industry is also developing rapidly, the growth rate of Hainan golf and related sports industry makes people marvel. Hainan province has listed golf as one of the six major tourism products, and the golf industry has formed a certain scale.

In recent years, golf courses in Hainan receive more than 200,000 people every year, and golf has become an inseparable object of coordinated development in Hainan's tourism industry. Because Hainan is located in the tropical and subtropical regions, it is like spring all year round, flowers and plants flourish, forming the phenomenon of "winter to Hainan golf". To the north of China and Japan, South Korea, Northern Europe, Eastern Europe and other countries golf enthusiasts have a great attraction. From the perspective of industrial strategy and the development of The Times, Hainan should build a tourism chain of golf courses around the island, there are about 40 courses in the whole island with an annual reception capacity of 2 million, to form a "golf island" with different styles, balanced layout and coordinated development.

Take Mission Hills Golf Club in Haikou, Hainan Province as an example: Mission Hills Hainan Golf Club is located on the ancient volcanic mudstone landscape of China's Hainan Island, the course preserves as much of the volcanic rock as possible. This golf course has 27 holes and a total golf swing of 108, the course has the only par-six hole in China, which is 828 yards long and very challenging, players can also enjoy the surprise of catching birds and eagles; It has the longest tee at 160 meters; It also has the largest green, covering 1,100 square meters; Throughout the course, there are seven viewing tables with natural views of Mission Hills; 5 fairways have desert views; Three holes are located in the valley, and the course is planted with a large number of subtropical cups and flowers, so that players can experience the different style of the course scenery, relax and feel the beauty of the course. (Baidu.com)

In 2018, the press conference and signing ceremony of the National Amateur Golf Super League was held in Haikou Mission Hills Golf Club. Mission Hills Group and Shanghai Youjian Network Technology Co., LTD. The organizing committee of the event announced the regulations of the 2018 National Amateur Golf Super League and the arrangement of the first match. Representatives of eight league courts, including Guilin Lemandi Ball Club, Deqing Longshan Lake Ball Club, Hengdian Yushan Ball Club, Beijing Oriental Double Eagle Ball Club, Fuzhou Hot Spring Ball Club, Dalian Changxing Island Ball Club, Hefei

Yuanyi Ball Club and Shijiazhuang Zhongcheng Ball Club, signed contracts to join the league, The total number of stadiums will be more than 30.

Will gather together in the five major divisions of the national promotion teams and invited teams altogether more than 140, teeing off at the same time in Haikou Mission Hills Resort, the world's largest public course with 10 courses, the 2018 national amateur golf champion, second place, third place and top ten teams will be determined. The final of the 3rd National Amateur Super Golf League came to a close at Mission Hills Resort in Haikou, South China's Hainan Province, November. 18, 2019. Sixty teams from six national divisions competed simultaneously on eight courses at mission Hills Golf Club in Haikou. On November 22, 2020, the final of the 4th Amateur Super Golf League concluded at Mission Hills Resort in Haikou. In the two-day finals, 51 teams from across the country competed simultaneously on eight courses at mission Hills Golf Club in Haikou.

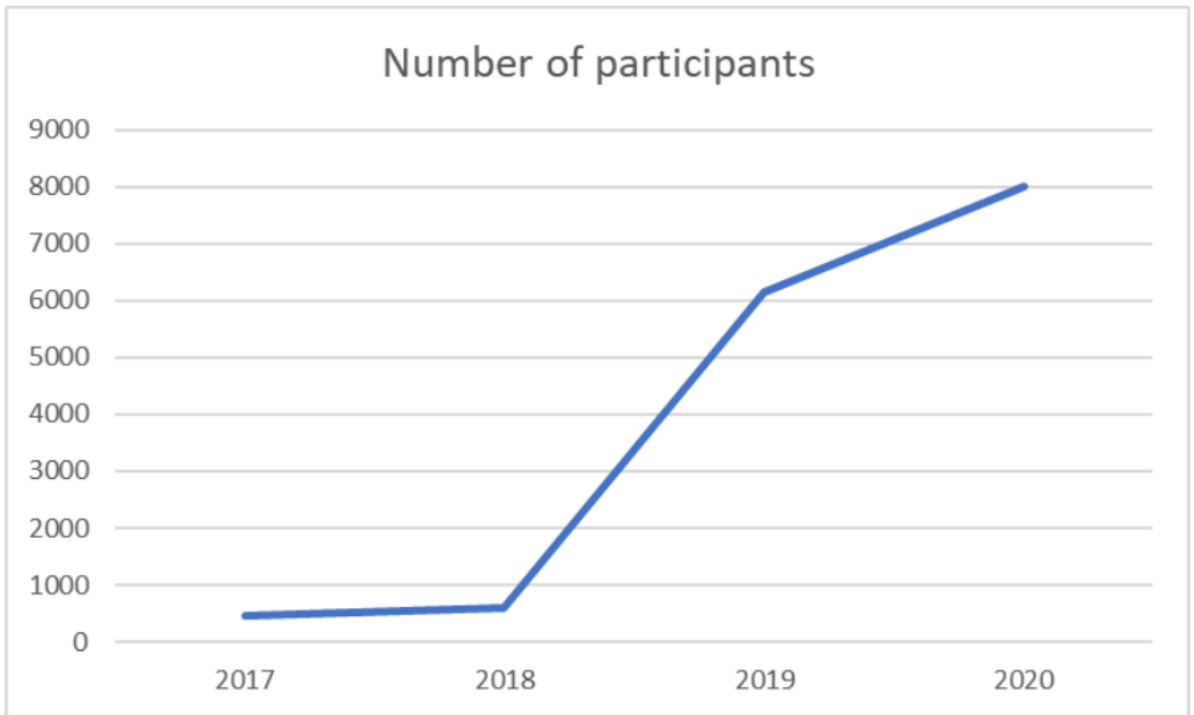


Figure 5. The number of participants in the National Amateur Golf Premier League from 2017 to 2020 (Photos homemade)

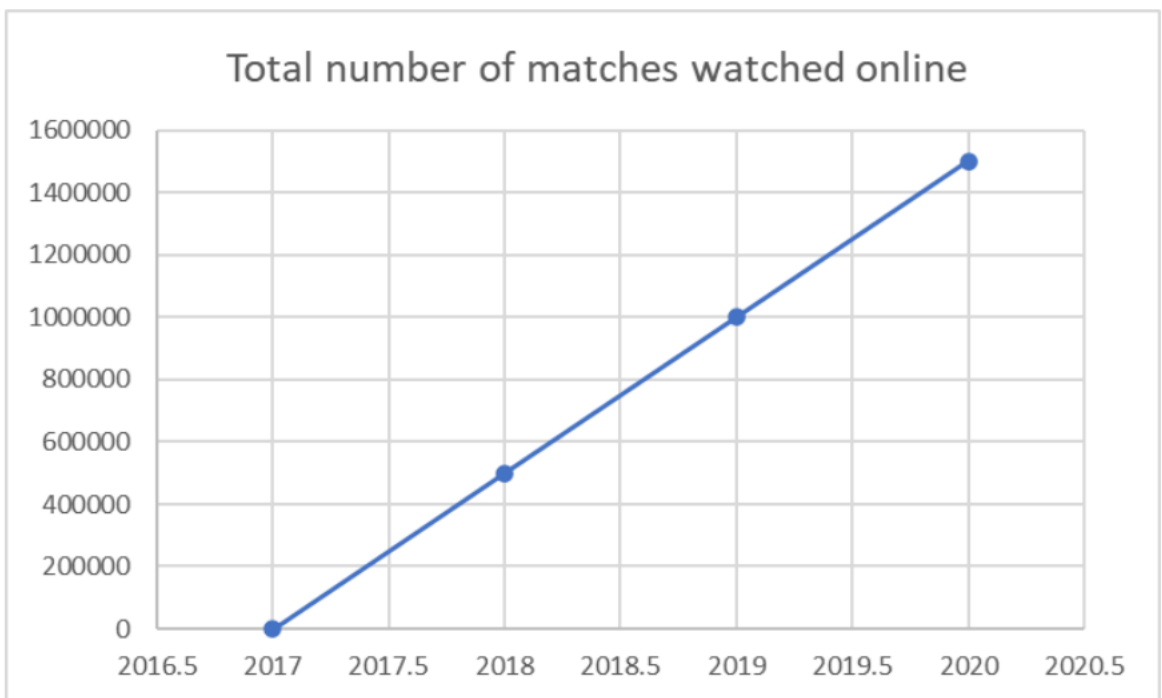


Figure 6. Number of online viewers of the National Amateur Golf Premier League from 2017 to 2020 (Photos homemade)

As shown in the picture, it is known that in 2017 (sina 2020), the first event had a total of 464 participants and more than 230,000 online onlookers. In 2018, a total of 600 runners and their families attended the event, and the online crowd more than doubled to more than 500,000 spectators. In 2019, the number of participants reached 6,144, with more than 5,000 spectators and more than one million online spectators. Last year, the 2020 qualifying round began in June and lasted four months with 19 league clubs participating, 285 teams signed up for the competition, with 8,000 participants, showing that the epidemic has not reduced participants' enthusiasm for the competition.

The Amateur Golf Premier League has successfully held four tournaments in a row since its inaugural tournament in 2017, It has attracted more than 800 amateur teams from all over the country, 17,000 participants and more than 50 stadiums. More than 1.5 million people watched the games and data interaction through the official mobile APP. After four years of IP building, at present, the Amateur Golf Super League has become the largest, most extensive and most involved amateur golf team competition in China. The annual Champions Cup will be permanently retained by the organising committee as a special event.

Starting this year, the Amateur Golf Premier League will be officially upgraded to the World Golf Jiahua Tournament (including the World Amateur Golf Premier League, world Golf Expo, global Golf Summit, etc.), Hainan will become a gathering platform for global golf lovers and golf-related service providers.

Haikou Mission Hills constantly creates top brand golf events, to promote Hainan's golf to the world and show the world a major "window" of unique golf resources, further accelerate the development of sports industry sports projects, to help Hainan international tourism consumption construction.

In addition, the Internet has been set up to improve service guarantee. By downloading "Golfing Buddy" APP, which is the most professional online platform for golf, players can sign up for the competition online, you can also live stream interactions, and most importantly, you can get one-stop service for dining, accommodation and travel. Speed integrates the coordinated development of "sports + tourism", upgrades the event experience, enables The innovation of Amateur golf events in China, and is recognized by golf fans all over the world. It has successfully created a platform for professional high-end amateur golf events in Hainan, further expanding the influence of golf in Hainan.

Take "2021 China Junior Golf Elite Tournament" as an example. This competition is organized by the member of the World Tourism Alliance, Zhongxin Broorui Integrated Marketing Consulting Co., LTD., and concluded in Wanning, Hainan Province, China Overseas China Golf Club. Adhering to the integrated development concept of "golf + tourism", "China Youth Golf Elite Tournament", explore a new mode of sports tourism development, and create a "happy golf" competition culture that integrates "training, competition, travel and study tour", let more Chinese teenagers become excellent golf players, and become well-informed young travelers.

This year marks the beginning of the fourteenth Five-Year Plan, and is also a crucial year for Hainan to comprehensively deepen reform and opening-up and accelerate the construction of a free trade port. "China Youth Golf Elite Tournament" takes China's highest level of youth golf events as a platform, organically combines sports performance with tourism, leisure and vacation.

"China Youth Golf Elite Tournament" is based on the highest level of youth golf events in China, organically combine sports performance with tourism, leisure and vacation. Let more young golf enthusiasts understand and experience Hainan's golf tourism characteristics, expand the image publicity of Hainan's sports tourism destination, and cultivate new forms of sports tourism consumption in Hainan.

In terms of tourism data, leisure vacations tend to be analyzed at the poles -- the hottest or coldest places; It can be seen that Hainan will be an excellent choice for leisure sports tourism golf in the future. Hainan has unique climate and terrain advantages, is the most suitable for the development of golf in one of the regions.

If Hainan course wants to have a benign operation track, it needs a certain number of local players, this is a very important basic condition, which needs to be vigorously promoted by government departments and various golf courses in the popularization of golf, and you can't just rely on outside visitors to boost sales. The local playing population depends on local economic development and the formation of high income groups. According to the course feedback of the survey, the local playing population is continuously improving, with a batch of new faces almost every two months.

In recent years, the winter golf tourism in Hainan continues to heat up, and the construction of golf courses is accelerated. At present, according to the statistics of provinces, the total number of golf courses in Hainan ranks the top five in China. The

construction of the golf course reflects the market demand, for the development of Hainan, this is in a good trend.

To sum up, with the establishment of Hainan Free Trade Port and the influence of multiple favorable national and local policies, As an important link, golf has played a good role as a bridge for Hainan to communicate with other parts of the world, strengthen communication and improve the quality of sports life in the process of building Hainan free Trade port. National golf talents and all kinds of exchanges are increasingly frequent, the social influence is rising, the industrial economy has been booming, the overall trend of collaborative development is good.

#### **4.2 Hainan's golf needs of improvements**

There are defects in Hainan golf, whether in off-season or peak season operation and charging standards, or the strength of the state support, as well as the source market, there are some hidden dangers. In order to make the sustainable development of golf sports tourism in Hainan, it is urgent to make corresponding improvement plans. According to the analysis, Hainan golf still has some problems, the urgent need to improve the following aspects.

First, the industry is not standardized to lead to price competition, there is no reasonable fee standard. Because more than 90% of foreign tourists in Hainan golf are Korean tour groups, some golf courses even reduced the price to 200 yuan for free. Hainan golf course on the next play is not high, as long as you know how to take the golf club to play. This is because of low prices. You can't hire better people. Caddie quality is not high, but the tour guide wants to get high kickbacks and other phenomena.

Therefore, Hainan needs to rectify the price gradually through the government and re-price. All golf courses should have a range of lowest and highest prices and gradually raise their prices every year to the extent that customers can accept them, rather than simply ordering low prices for their own interests. In this way, Hainan's golf courses can advance and fall together, and the situation of low profits can be gradually improved. Another is to improve the requirements of players to play golf, can not only grasp the basic sense of swing can be off the golf, Because playing without a certain foundation will only make the grass damage faster.

Second, the state's support is not enough. Although a lot of planning policies on the development of sports tourism have been made, surveys have been organized, and



extensive publicity has been made by the industry, there are still some defects in publicity. At the same time, Hainan golf also needs to face high taxes from the government, At present, golf in China is clearly a part of the sports industry, but it is not taxed as a sports industry. From 2020, golf will be included in the entertainment tax, which will reach more than 23 percent, making golf management more difficult. More government support is needed to solve the current situation.

For example, in terms of promotion, each course is self-centered to promote, but in fact Hainan golf is a whole. All courses need to unite to create "Hainan brand", establish "Hainan golf brand", so that the whole Hainan golf market can become bigger. In terms of taxation, golf courses can be separately taxed instead of a unified entertainment tax without changing the country's current tax policy. Club rental fee, golf fare according to the rental industry tax, caddie fee according to the service fee tax, green according to the entertainment fee tax, etc. Such a tax model can reduce part of the operating burden. Hainan can learn from the practices of other local governments, make new attempts in tax rebates, electricity concessions, publicity and promotion, and give strong support to the golf sports tourism industry, so as to drive the golf sports tourism industry and related industries.

Third, the tourist market of Hainan golf course is too single. The peak season is supported by South Korea and Japan, but there are many other places in China that want to develop sports tourism. Yunnan, Qingdao and even Inner Mongolia are competing for South Korean tour groups, Hainan can not only see today's good marketing situation on blind optimism. Because some countries to Hainan only travel charter flights and no regulation of flights, resulting in the source of tourists is difficult to stabilize.

Hainan golf has done less in participating in various golf fairs, trade fairs and organizing groups to do overseas promotional activities. It also needs to increase efforts to promote the golf market at home and abroad. These need administrative resources controlled by the government to carry out research, planning, promotion, publicity, cooperation with tourism, aviation, entry and exit departments and other departments, so as to better enlarge the whole pattern.

The development of overseas markets should not only focus on neighboring countries such as South Korea and Japan, for a single market may bring certain risks due to political conflicts between countries. Look beyond the Asian market and beyond the ocean. Fully liberalize the fourth and fifth traffic rights policies, increase the number of international flights by avoiding international routes, Golf should increase Hainan direct

international routes to Europe, America, Australia and other major cities. At the same time, it is necessary to learn from Shenzhen and Shanghai how to standardize the operation and management, so as to retain guests and make them become repeat customers, or even regular customers.

Hong Kong is also an important market in China because it has only three golf courses. Because the venue resources are few, the price is high, the end request to the golfer will be very demanding. And Hong Kong is not far from Hainan Island, only more than 700 kilometers, driving only 10 hours, since the Hong Kong-Zhuhai-Macao Bridge, the convenience of self-driving increased the desire of travel enthusiasts. We should pay attention to the 450,000 people playing basketball in Hong Kong, which is an important object to develop the market.

Fourth, the problem of off-season and peak season. There are so many people in Hainan golf course during the peak season that it is difficult to guarantee the quality of golf. In Hainan's off-season, a course may have few players left, and more than 1,000 local golfers in Hainan will become the target of competition among 17 golf clubs in Hainan province. The price will also fall due to the competition, so the income is not enough to support the operating expenses. The industry predicts that the difference between the off-season and the peak season will continue in the next five years. The break-even point for an 18-hole course in Hainan is 30,000 rounds per year with greens costing at least 300 yuan per person, Hainan now stands at just 30,000 times, mainly because there are so few people in the off-season.

Measures to be taken in Hainan's off-season golf, In countries with better economies, golf courses have a famous "rule of four and eight", which means that 40 percent of the local regular guests provide 80 percent of the rounds and operating income. In the off-season of Hainan, different courses will take different measures. Some courses will introduce events or hold public welfare events to improve the reputation of their courses. Some courses will be upgraded to provide training for staff and maintenance of the lawn, so as to bring a better experience to guests in the next peak season, so as to improve the reputation of the course.

Hainan's off-season happens to be the holidays of Australia, New Zealand and other countries with a good golf tradition, but since there are no international flights, they need to travel 20 hours and make several connections to get to Hainan, the troublesome journey also reduces the enthusiasm for Golf in Hainan. Therefore, Hainan urgently needs

to open up charter flights to Australia, New Zealand and other countries to expand the golf source market.

Therefore, all golf courses in Hainan need to make a united front and cooperate with airlines, self-driving companies and other tourism enterprises, under the promotion of sports tourism of professional golf, let the flow of golf guests around. To carry out regional cooperation with the first and second tier cities of other provinces in China to break the off-season bottleneck of Hainan golf.

Fifth, the management of the stadium is chaotic. Due to too many people, the course is overloaded, not to mention playing jam, but also the green lawn is damaged, but still continue to recruit guests. The guest load leads to the jam of the golf cart, and the guests play cards and eat lunch boxes on the way to the course, ignoring the rules and etiquette of the course.

To have high-quality service guarantee, strictly implement the appointment time, as far as possible to avoid blocking and other situations. The first thing that needs to be improved is service guarantee. Strictly implement the agreed TIME of T-time, do not jump the queue, and do not have short-term interests.

Take for example: to increase the number of guests from 300 to 400, it is necessary to control the passenger flow and not exceed the maximum capacity of the stadium. Secondly, the hardware facilities are guaranteed. The environment of the course needs to be well managed. Due to the large passenger flow during the day, it is impossible to repair it, so it should be watered and fertilized at night to fully consider the customers and bring the best experience to the guests. The safety aspect also needs to be guaranteed. The golf club should formulate a safety manual for golf courses and give a copy to each caddy, and check the golf caddy's memorization of the safety manual through the examination to ensure the safety of customers is the most important part of the golf course. Only the improvement of service level can attract more foreign tourists to play golf in Hainan, and more importantly, make these guests become repeat customers.

Sixth, the price of golf in Hainan is too cheap, and the consumption level of golf courses is generally too low. In order to make a meager profit on an 18-hole golf course in Hainan, the annual reception must reach 40,000 people, and the average consumption for one round is more than 600 yuan; Or receive 50,000 person-times, per capita consumption of 500 yuan or more a round.

This shows that the break-even point of an 18-hole golf course in Hainan is to receive 30,000 rounds per year, and the greens are no less than 400 yuan per person. And it is really cheap to play golf in Hainan. When Korean guests come to Hainan to play golf, it is cheaper than playing golf in their country, including air tickets, meals and accommodation, and Hainan exit threshold is very low, as long as you can hold the club can exit, and in the golf developed areas this kind of is impossible to exist. As for why Hainan golf course prices so low, some people believe that it is to attract and expand consumer groups, but low returns will directly lead to reinvestment difficulties, resulting in a slow rise in the quality of the golf club.

So we should take corresponding measures to improve the present problem. Even if Hainan is hot golf season, each golf reservation service company is too busy to come over, the guests outside the island in order to play golf at any cost to find friends. Even so, the price of golf in Hainan has just reached the usual price in Shenzhen, Guangzhou and Shanghai, which has created a great attraction for golf lovers. At the same time, the price of green is generally very low, only 300-400 yuan range, and rarely set the price of more than 500 yuan, which is much lower than the price of green in Guangzhou, Shenzhen and other areas with the same price. According to the relevant person in charge, 300-400 yuan of pricing is about 50-60% higher than usual.

It can be imagined that Hainan golf sales at a low price is really difficult to profit. Another is to improve the players to play golf, not only grasp the golf club or the basic swing can be off the ball. Because playing without a certain foundation will only make the grass damage faster. Lowering the exit requirement can attract more novice guests to experience the feeling of playing next game. However, if the turf is played for a long time by novice, the damage degree will be accelerated, so that the original frequent exit guests will reduce the experience.

Seventh, the population of local players is too small. Hainan is an island surrounded by the sea, and its geographical position is special. Its development is not very fast, because there are not many large enterprises, and the income of islanders is not high. The local population of regular golfers is only about 2,000, more than 90% of the golfers are from outside the island, and the courses are mainly for tourists.

Industry insiders agree that if Hainan wants to embark on a stable and benign business track, it must have a certain number of local players as the basis. According to the needs of the construction of a number of public welfare, public golf courses, in the expansion of

tourists outside the island at the same time, focus on the island golf enthusiasts low fees open, in the off-season will have a certain number of stable source of tourists.

Of course, the number of local golfers who want to grow depends on the local economy. With the entry of some large enterprises in China and the promotion of large projects, a large number of high-level talents have entered Hainan for employment, and the local golf team is gradually expanding. Some courses will definitely notice a growing population of local players, with a new batch of faces coming in about three months.

Eighth, the layout of Hainan's golf courses can not be integrated. At present, the layout of Hainan's golf industry mainly takes Haikou and Sanya as the two polar market centers, and the two ends of the north and south are strong, while the east and west are weak.

From the two main markets, Haikou Mission Hills Golf Club and Sanya Yalong Bay Golf Club have high popularity and mature and standardized operation system, which can play a role in driving the development of Hainan golf market. For Hainan province, which attaches great importance to tourism golf industry, it is not enough to have two golf courses in the north and the south develop well and the two strong players echo each other.

The cost of playing golf is very high for guests from outside the island, so the pleasure brought by the course will not be enough if they only stay at one destination. The expense of playing golf is very high for guests from outside the island, so the pleasure brought by the course will not be enough if they only stay at one destination.

If you want to change to another golf club, the road traffic radius between Haikou and Sanya is about 3 hours' drive, The east Ring high-speed railway takes about 90 minutes, which is a tough distance and length for travelers who want to play golf between Haikou and Sanya. If you want to change this layout, you need to transform Hainan golf course from a line into a net. Convenient travel will enable golfers to stay longer in Hainan and play more rounds of golf, which is an important issue to promote the overall development of Hainan golf industry, increase the number of visitors to golf courses and drive sports tourism consumption and even golf-related industries.

In view of the current situation, strengthen planning and construction, Hainan golf course construction should focus on Haikou and Sanya, with mature tourism environment and supporting facilities to make the scale of the market bigger, through the north and south of the island to promote the whole island.

The government should encourage the construction of some international quality courses, and on the basis of the model of the eastern route, the development of the western route golf industry cluster should be planned and developed step by step, so as to promote the development of Hainan golf tourism industry on the whole. The resources of Hainan courses are more diverse than those of domestic courses. However, we should not blindly attract investment for development during construction. We need to do feasibility investigation and scientific demonstration before building a reasonable course. To follow the high standards and requirements of the TPC course, Selection of appropriate address, methodical planning, reasonable construction, scientific operation of the course, so that the style of Hainan golf course increasingly diversified.

Ninth, Hainan golf lacks a large number of talents, whether it is management or turf management personnel, in the peak season is often lack of caddies phenomenon. At present, many domestic golf courses employ foreign management talents to manage golf courses, which increases the cost of operation and management. Peak season often because of the local lack of talent or recruitment of talent, rushed to recruit some social personnel, simple training will be on guard. Because the part-time business is not familiar with the reception service, but also lack of experience, these part-time jobs can not adapt to professional operation, they can only slowly get familiar with the work links, and the customers are dissatisfied with the service, which reduces the guests' sense of experience.

Golf is a leisure sport with a relatively high degree of civilization. Nowadays, people who are able to participate in this sport in China have a high social economic status and high quality. However, according to the overall golf practitioners in Hainan, there are relatively few colleges and universities in Hainan and even the whole country to train golf professionals, and the output of talents can not keep up with the market demand.

According to the specific adjustment, the management of the golf industry in Hainan needs 300-500 talents; In five years, there will be a demand for 1,500 to 3,000 people. These simple data are enough to show that the proportion of golf talent supply and demand in Hainan is seriously unbalanced, and many golf industry managers and operators lack the awareness of golf industry operation management.

Although Hainan University, Haikou Economic vocational and technical College and other universities continue to set up golf majors. But there are a lot of talent shortages that are actually limiting the growth of golf. For example, there is still a large shortage of technical

talents such as management and operation talents, lawn repair talents, stadium lighting design talents, and agricultural matching talents. But the lack of talent is most evident in two areas. First of all, there is a lack of high-quality talents to receive golf tourists. Many receptionists are temporarily recruited by nearby residents. They are not professional enough in business and service, and do not know how to introduce the advantages of the venue, charging standards, and are completely unfamiliar with the operation mode of tourism. Moreover, travel agencies are the core team of sports tourism, but they do not understand golf tourists, unable to seize the needs of guests, it is difficult to accurately grasp the unique charm and consumption characteristics of golf sports tourism, unable to promote golf fans to do a heartbeat. Therefore, China needs to vigorously cultivate talents in golf-related industries, and also need to let the sales staff of major travel agencies have a full understanding of golf sports tourism, so as to make propaganda programs that can attract golf enthusiasts.

Tenth, Hainan golf seldom cooperates with other related industries. But it is not going out, only a few countries in Asia know Hainan golf, so Hainan golf must be combined with the world golf tourism.

Through the integration of travel agencies, local hotels, courses and other market resources, to attract golf enthusiasts outside the island and abroad. In order to promote the sports tourism of Hainan Island, the Golf Association will undertake more promotion projects in the future, vigorously integrate the resources of the whole Hainan province, carefully plan golf products, develop characteristic golf products and markets, and better attract domestic and foreign guests. At the same time, with the industry gathered advantage, will attract large quantities of customers.

Gradually, Hainan golf course out of the "tourism resort club". The media publicity of golf has not received much attention. Golf was frequently reported at the beginning of its rise, but now it is on the decline. At present, there are only a few channels of coverage, which is to remind the development of Hainan golf industry. Fortunately, with the promotion of The Department of Culture of Hainan Province, the Ball Center of the General Administration of Sport of China cooperates with Hainan Hangkang Amusement Park Club to build a national ball training base and permanently place golf training in Hainan.

Many off-island clubs and golf teams come to Hainan to establish a winter training base due to the national impetus. This will lead many golf lovers who have never played golf in Hainan to know Hainan island before. Winter training team members understand Hainan's sports tourism culture. In the future, I will probably take my relatives and friends to Hainan

Island for sports tourism in winter. After all, Hainan is not only a sport, there are surfing diving and other sports can be visited.

### **4.3 Golf needs comprehensive integrated development**

In March 2017, the 13th Five-Year Plan for the Development of Golf (draft) was released, The development of golf to make a plan and layout.

In 2020, the "Golf plus" initiative will take shape based on the operation of golf courses and practice grounds. To build a display platform and trade platform for golf preparation, golf tourism and golf culture, form leading enterprises to drive small and micro enterprises, strengthen characteristic management and attract international organizations.

In terms of operation system, golf includes golf community, golf city functional upgrading complex, golf tourism real estate, golf theme hotel and so on. At the same time, the national golf driving range special alliance, chain operation; Planning, organizing and holding golf events; Golf education and golf tourism and other ways of cooperation.

In order to comprehensively integrate the development of golf, it is necessary to break the traditional membership operation mode and actively transform to the public course, which is an effective way to attract the public to participate in and solve the dilemma of the industry. Through the innovation of playing mode, it provides a more convenient, cheap and interesting place for ordinary people to participate in golf. At the same time, it actively carries out teaching and training for teenagers and holds featured events to help promote and popularize golf.

For example, hold some innovative activities. Make golf like three-a-side basketball, five-a-side football, rugby sevens. It has the function of professional and formal golf match, and the sport is more simple, interesting and challenging. Flexible playing time, low consumption threshold; It occupies less land and is more close to the fast-paced lifestyle of modern people.

Encourage entrepreneurship and innovation, give play to the influence of outstanding athletes, encourage active or retired athletes to develop innovative education service



platform construction of golf industry, and encourage effective docking between enterprises, learning and social organizations.

After more than 30 years of development, the core population of golf in China is less than 400,000, while the total population of golf hovers around 5 million, still a niche sport. The number of golf courses in China is 496, only 3% of that in the US and less than one-fifth of that in Japan. Only 0.4 percent of the population plays basketball, far less than the 10 percent of the population in the U.S., Japan and South Korea. Although the current Development of Golf in China is facing a bottleneck, but China's huge potential market still has great imagination.

Over the years, China's economy has maintained a medium-high growth rate and has created a middle-income group of nearly 300 million, which contains a huge number of potential players. Through comprehensive integrated development, golf is more common in all classes and all ages, and the market demand for golf will also promote the development of golf sports tourism.

#### **4.4 Cultural values need to be promoted**

With the introduction and implementation of various favorable policies of sports tourism in Hainan, the development of golf sports tourism in Hainan has been more prosperous year by year, and the event has also received a good response. For better development, we need to cultivate more golf talents.

With the successful hosting of the 2016 Rio Olympic Games, China also pays more attention to the promotion of golf culture. After all, golf has only been developing in China for more than 30 years, and most people rarely have the opportunity to really contact golf and know its culture.

Golf cultivates a kind of self-challenge. Although we need to beat our opponents in the game, we need to adjust our mentality and think calmly in the golf game. Some sports can get fitness benefits in a short time, but the content is boring, while golf is closely combined with nature, people can understand green sports in nature, return to nature.

Golf is more important to cultivate people's noble etiquette, etiquette is an important factor to regulate people's moral behavior. Golfers understand the need to respect their opponents on the course, not to be too loud, not to interfere with others, and shape people's attitude towards life.

Golf is a kind of sports culture created by human beings themselves, which plays a positive role in improving human beings. In the 10KM aerobic brisk walk, comfortable psychology enables participants to realize the value of fitness, not fitness in form, but to actively enjoy the happiness brought by golf. People's pursuit of physical and mental health and happiness is shown in golf culture, which is worth promoting and allowing more people to participate in.

Hainan also attaches great importance to the promotion of golf culture. In terms of education and training, Hainan University, Sanya College of Hainan University and Sanya Aviation Tourism Vocational College of HNA Group have successively set up golf majors. Haikou Education Bureau also approved the application of Hainan Huadong Golf and set up the only full-time secondary vocational school of golf tourism in Hainan province, focusing on training interdisciplinary talents in golf tourism and hotel.

As for the promotion of golf media, the nationwide tourism SATELLITE TV, which started in Hainan, has opened a golf column and often broadcast golf events live or live, which has formed a national influence. Hainan TV station started the program "Charming Golf", and mainstream media in the two central cities, Haikou Evening News, Sanya Morning Post, Haikou TV station and Sanya TV Station, also increased their reports on golf. Hainan Daily also launched a "golf special edition" and a "New Golf" magazine, creating a better social environment and public opinion atmosphere for golf.

## 5 Discussion

Through the research, it is found that with the introduction and implementation of various good national and local policies, the coordinated development trend of golf sports tourism in Hainan is generally good. However, due to the impact of global and national serious public health events such as COVID-19, the state has strict requirements on the physical health of foreign friends. Even if they are completely healthy, they need to spend a lot of money to quarantine them. The epidemic has depressed the whole golf market in Hainan. The operation mode of "sports + tourism", which drives Hainan's tourism economy, has been greatly weakened by the impact of the epidemic isolation.

After the COVID-19 epidemic basically calmed down in Hainan in the second half of 2020, Hainan province continued to hold the Amateur Golf Super League, which brought players and spectators to Hainan and revived sports tourism.

As a result of the novel Coronavirus pandemic, adjustments have been made to the first World Golf Expo to put the golf industry back on the road to recovery. The golf event will be held from March 15 to 19, 2021 at Mission Hills Haikou, the capital of Hainan province and known as the "Hawaii of the East".

From the traditional golf sports in the past, to the present "golf sports + tourism", "golf sports + sales", "golf sports + Internet" and other collaborative development methods. How many innovative routes are there for golf sports tourism in Hainan? How long will it take to improve today's problems?

## **6 Conclusions**

To sum up, golf, as a link for the coordinated development of sports and tourism in Hainan, plays a role of bridge for global golf lovers in the process of building Hainan into a tourist island. With the launch and implementation of various favorable policies in China and Hainan Province, the coordinated development of sports and tourism has ushered in new opportunities in Hainan, and the overall trend is positive.

## **7 Suggestions**

In order to achieve sustainable and synergistic development and exert the maximum effect of synergistic development, we must accelerate the improvement of the golf industry chain, strengthen the comprehensive integration of the industry, dig deeply into the cultural value positioning, sort out the golf brands in Hainan, and make Hainan golf industry go global. Looking forward to the future, the prospect of coordinated development of sports tourism in Hainan is promising.

## 8 Evaluation of the study

In general, qualitative methods have been widely used in sports tourism and other sports research, and have been proved by many researchers, scholars and professors in the field of sports. Qualitative methods are the norm for this type of research.

The quantitative data in the study is from sports tourism we-media, which mainly collects the data of Golf competitions and activities in China. The data it provides is authoritative and reliable.

Literature review resources include news reports on Golf sports tourism in China from China's official and authoritative news media, official accounts of wechat golf We media and articles from government golf agencies. All resources are standardized and highly reliable.

The measures mentioned in the study can be easily implemented with strong support from the Chinese government. They are reliable. In recent years, the Chinese government attaches great importance to the development of sports, which makes the number of people participating in sports tourism increase year by year. At the same time, more and more people of different ages are learning golf, which will drive golf sports tourism. "There is no doubt that the development trend of sports tourism is positive, and the government will give more support in the future."

All in all, the whole study is reliable and the specific measures are achievable.

In the process of this paper, I have a clearer understanding of the history of golf and the development of sports tourism, and a deeper understanding of golf culture and spirit. In the past, I only knew about sports tourism related industries, but since I entered the university, I have learned the subject of sports tourism and this paper study. Now we have a systematic and comprehensive understanding of sports tourism.

Through the study of some golf sports tourism enterprise management, I have a clear understanding of sports tourism and sports industry, learned to make data ICONS, and had a deeper understanding of "SWOT" and "PEST" analysis methods.

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